PDI

PICTORIAL DISPLAYS, INCORPORATED

C/O LIBERTY BELL PARK, KNIGHTS & WOODHAVEN ROADS, PHILADELPHIA, PENNA. 19154 / 215 NE 7-7100

Ak-Sar-Ben
Omaha, Neb.

Arlington Park
Arlington Heights, Ill.

Atlantic City Race Course
Atlantic City, N.J.

Cahokia Downs
E. St. Louis, Ill.

Calder Race Course
Miami, Florida

Charles Town Races
Charles Town, W. Va.

Delaware Park
Stanton, Del.

Detroit Race Course
Livonia, Michigan

Fair Grounds
New Orleans, La.

Fairmount Park
Collinsville, Ill.

Garden State Park
Cherry Hill, N.J.

Hawthorne Park
Chicago, Ill.

Hazel Park Racing Association
Hazel Park, Michigan

Hialeah Park
Hialeah, Florida

Jefferson Downs
Kenner, La.

Keystone Park
Philadelphia, Pa.

Liberty Bell Park
Philadelphia, Pa.

Monmouth Park Jockey Club
Oceanport, N.J.

New York Racing Association
Aqueduct
Belmont Park
Saratoga

Oaklawn Park
Hot Springs, Arkansas

Penn National
Grantville, Pa.

Pompano Park
Pompano Beach, Florida

River Downs
Cincinnati, Ohio

Rockingham Park
Salem, New Hampshire

Santa Anita Park
Arcadia, California

The Spectrum
Philadelphia, Pa.
Seventy Sixers
Flyers

Sportsman's Park
Chicago, Ill.

Tropical Park
(At Calder Race Course)
Miami, Florida

Waterford Park
Chester, W. Va.

Veterans Stadium
Philadelphia, Pa.

Washington Park
Chicago, Ill.

Western Racing
(Hollywood Park)
Los Angeles, Cal.

August 12,1980

Mr.Bill Perry
Special Events Director
The Kentucky Club Inc.
Latonia
P.O.Box 75007
Cincinnati,Ohio 45275

Dear Bill,

RE: Letter of agreement

Pictorial Displays Inc. agrees to purchase the back cover of the Latonia program for the next 3 years. The advertiser is Philip Morris Inc. Net payments of $3,825. per year will be paid to Latonia by PDI. We agree to renegotiate if your antisipated racing days should produce sufficient attendance increases. This agreement goes into effect with your 1980-81 meet,and concludes with your 1983-84 racing season.

Latonia agrees to offer the back cover position to PDI and Philip Morris Inc. in the period stated above.

Sincerely,

Richard A.Dougherty
Pictorial Displays Inc.

The Kentucky Jockey Club (Latonia)

CLOSED CIRCUIT TELEVISION ADVERTISING / DISPLAY ADVERTISING / SCORE BOARD ADVERTISING / SPORTS PROGRAM ADVERTISING

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Source: https://www.industrydocuments.ucsf.edu/docs/gnbn0004